

1 **CLAIMS**

2       1.    A method comprising the following steps:  
3       transmitting a video stream;  
4       formatting supplemental data files in a graphical markup language, each  
5       supplemental data file having instructions for rendering a hyperlink overlay on the  
6       video stream;  
7       transmitting the supplemental data files along with the video stream.

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10       2.   A method as recited in claim 1 wherein the formatting step comprises  
11       formatting the supplemental data files in HTML.

12  
13       3.   A method as recited in claim 1 and further comprising a step of  
14       transmitting timing specifications with the supplemental data files indicating times  
15       for displaying the hyperlink overlays.

16  
17       4.   A computer-readable storage medium having computer-executable  
18       instructions for performing steps as recited in claim 1.

19  
20       5.   A method as recited in claim 1 and further comprising the following  
21       additional steps:

22       receiving the video stream and accompanying supplemental data files;  
23       displaying the hyperlink overlays in conjunction with the video stream.  
24  
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1           6.    A method as recited in claim 5, wherein the displaying step comprises  
2 launching an HTML-compatible browser to display the hyperlink overlays.

3  
4           7.    A method as recited in claim 5, wherein:  
5           the formatting step comprises setting transparent areas of each hyperlink  
6 overlay to a key color;

7           the displaying step comprises displaying the video stream only in the areas  
8 of the hyperlink overlays that are set to a key color.

9  
10          8.    A method as recited in claim 5, wherein:  
11          the formatting step comprises setting transparent areas of each hyperlink  
12 overlay to a key color;

13          the displaying step comprises launching an HTML-compatible browser to  
14 display the hyperlink overlays;

15          the displaying step further comprises displaying the video stream only in  
16 the areas of the hyperlink overlays that are set to a key color.

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18          9.    A method as recited in claim 5, wherein:  
19          the formatting step comprises setting transparent areas of the hyperlink  
20 overlay to a key color;

21          the displaying step comprises displaying the hyperlink overlay and using  
22 color keying video hardware that displays video only in display areas that are set to  
23 a key color.

1           **10.**    A method as recited in claim 5, wherein:

2           the formatting step comprises setting transparent areas of the hyperlink  
3 overlay to a key color;

4           the displaying step comprises launching an HTML-compatible browser to  
5 display the hyperlink overlays;

6           the displaying step further comprises using color keying video hardware  
7 that displays video only in display areas that are set to a key color.  
8

9           **11.**    A method as recited in claim 5, wherein the formatting step  
10 comprises including hyperlinks in the hyperlink overlays, the method further  
11 comprising an additional step of displaying content targeted by such hyperlinks in  
12 response to selecting such hyperlinks.  
13

14           **12.**    A method as recited in claim 5, wherein the formatting step  
15 comprises including hyperlinks in the hyperlink overlays, the method further  
16 comprising an additional step of replacing any currently displayed hyperlink  
17 overlay with content targeted by such hyperlinks in response to selecting such  
18 hyperlinks.  
19

20           **13.**    A method as recited in claim 5, wherein the formatting step  
21 comprises including hyperlinks in the hyperlink overlays, the method further  
22 comprising an additional step of opening new viewing windows for displaying  
23 content targeted by such hyperlinks.  
24  
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1           14. A method as recited in claim 5, wherein the formatting step  
2 comprises including hyperlinks in the hyperlink overlays, the method further  
3 comprising an additional step of launching application programs as required to  
4 render content targeted by such hyperlinks.

5  
6           15. A computer-readable storage medium having computer-executable  
7 instructions for performing steps as recited in claim 5.

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9           16. A method comprising the following steps:  
10           transmitting a video stream;  
11           formatting HTML files having instructions for rendering hyperlink pages,  
12 the hyperlink pages having transparent areas that are set to a key color;  
13           associating the HTML files with the video stream;  
14           displaying the hyperlink pages on a display;  
15           displaying the video stream on the display in areas of displayed hyperlink  
16 pages that are set to a key color.

17  
18           17. A method as recited in claim 16, and further comprising the  
19 following additional steps:

20           transmitting timing specifications with the HTML files indicating times for  
21 displaying the hyperlink pages;

22           the step of displaying the hyperlink pages being performed at the times  
23 indicated by the timing specifications.

1           **18.**    A method as recited in claim 16, wherein the step of displaying the  
2    hyperlink pages comprises launching an HTML-compatible browser.

3  
4           **19.**    A method as recited in claim 16, wherein the step of displaying the  
5    video stream comprises using color keying video hardware that displays video  
6    only in display areas that are set to a key color.

7  
8           **20.**    A method as recited in claim 16, further comprising an additional  
9    step of displaying content targeted by hyperlinks in response to selecting such  
10   hyperlinks.

11  
12           **21.**    A method as recited in claim 16, further comprising an additional  
13   step of replacing any currently displayed hyperlink pages with content targeted by  
14   hyperlinks in response to selecting such hyperlinks.

15  
16           **22.**    A method as recited in claim 16, the method further comprising an  
17   additional step of opening new viewing windows for displaying content targeted  
18   by hyperlinks in displayed hyperlink pages.

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20           **23.**    A method as recited in claim 16, further comprising an additional  
21   step of launching application programs as required to render content targeted by  
22   hyperlinks in displayed hyperlink pages.

23  
24           **24.**    A method comprising the following steps:  
25   receiving a video stream;

associating one or more hyperlink pages with the video stream, the  
hyperlink pages having transparent areas that are set to a key color;  
displaying the hyperlink pages on a display;  
displaying the video stream on the display in areas of displayed hyperlink  
pages that are set to a key color.

**25.** A method as recited in claim 24, wherein the step of displaying the hyperlink pages comprises launching an HTML-compatible browser.

26. A method as recited in claim 24, wherein the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.

27. A method as recited in claim 24, wherein:

the step of displaying the hyperlink pages comprises launching an HTML-compatible browser;

the step of displaying the video stream comprises using color keying video hardware that is configured to display video only in display areas that are set to a key color.

**28.** A method as recited in claim 24, further comprising an additional step of displaying content targeted by hyperlinks in response to selecting such hyperlinks.

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1           **29.**    A method as recited in claim 24, further comprising an additional  
2 step of replacing any currently displayed hyperlink pages with content targeted by  
3 hyperlinks in response to selecting such hyperlinks.

4  
5           **30.**    A method as recited in claim 24, the method further comprising an  
6 additional step of opening new viewing windows for displaying content targeted  
7 by hyperlinks in displayed hyperlink pages.

8  
9           **31.**    A method as recited in claim 24, further comprising an additional  
10 step of launching application programs as required to render content targeted by  
11 hyperlinks in displayed hyperlink pages.

12  
13           **32.**    A computer-readable storage medium having computer-executable  
14 instructions for performing steps comprising:

15           receiving a video stream;  
16           associating one or more hyperlink pages with the video stream, the  
17 hyperlink pages having transparent areas that are set to a key color;  
18           displaying the hyperlink pages on a display;  
19           displaying the video stream on the display in areas of displayed hyperlink  
20 pages that are set to a key color.

21  
22           **33.**    A computer-readable storage medium as recited in claim 32,  
23 wherein the step of displaying the hyperlink pages comprises launching an HTML-  
24 compatible browser.

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1           **34.**    A computer-readable storage medium as recited in claim 32,  
2 wherein the step of displaying the video stream comprises using color keying  
3 video hardware that is configured to display video only in display areas that are set  
4 to a key color.

5  
6           **35.**    A computer-readable storage medium as recited in claim 32,  
7 wherein:

8               the step of displaying the hyperlink pages comprises launching an HTML-  
9 compatible browser;

10              the step of displaying the video stream comprises using color keying video  
11 hardware that is configured to display video only in display areas that are set to a  
12 key color.

13  
14           **36.**    A computer-readable storage medium as recited in claim 32 having  
15 further computer-executable instructions for performing the additional step of  
16 displaying content targeted by hyperlinks in response to selecting such hyperlinks.

17  
18           **37.**    A computer-readable storage medium as recited in claim 32, having  
19 further computer-executable instructions for performing the additional step of  
20 replacing any currently displayed hyperlink pages with content targeted by  
21 hyperlinks in response to selecting such hyperlinks.



**38.** A computer-readable storage medium as recited in claim 32, having further computer-executable instructions for performing the additional step of opening new viewing windows for displaying content targeted by hyperlinks in displayed hyperlink pages.

39. A computer-readable storage medium as recited in claim 32, having further computer-executable instructions for performing the additional step of launching application programs as required to render content targeted by hyperlinks in displayed hyperlink pages.

40. A video broadcast system comprising:

- a broadcast source that broadcasts a video stream and provides accompanying supplemental data files, each supplemental data file having instructions for rendering a hyperlink overlay on the video stream;
- a receiver configured to receive the video stream and accompanying supplemental data files and to display the hyperlink overlays in conjunction with the video stream.

**41.** A video broadcast system as recited in claim 40, wherein the supplemental data files are formatted in HTML.

**42.** A video broadcast system as recited in claim 40, wherein the broadcast source provides timing specifications with the supplemental data files indicating times for displaying the hyperlink overlays relative to the video stream.

1           **43.**    A video broadcast system as recited in claim 40, further comprising  
2 an HTML-compatible browser that the receiver launches to display the hyperlink  
3 overlays.

4  
5           **44.**    A video broadcast system as recited in claim 40, wherein the  
6 receiver comprises color keying hardware that displays video only in display areas  
7 that are set to a key color, the hyperlink overlays having transparent areas that are  
8 set to a key color.

9  
10          **45.**    A receiver for receiving and displaying video streams, comprising:  
11       display hardware for displaying video streams and bit-mapped images to a  
12       user;  
13       the display hardware including color keying hardware that displays video in  
14       display areas that are set to a key color;  
15       access means for reading supplemental data files that have instructions for  
16       rendering bit-mapped hyperlink overlays in conjunction with the video stream at  
17       indicated times;  
18       a data processor that reads the supplemental data files and in response  
19       displays the hyperlink overlays at the indicated times, wherein the hyperlink  
20       overlays have transparent areas that are set to a key color, the hyperlink overlays  
21       thus appearing to overlay the video streams.

1           **46.**    A receiver as recited in claim 45, further comprising an HTML-  
2 compatible browser that the data processor executes to display the hyperlink  
3 overlays.

4  
5           **47.**    A receiver as recited in claim 45, wherein the data processor is  
6 programmed to display content targeted by hyperlinks in the hyperlink overlays in  
7 response to selecting such hyperlinks.

8  
9           **48.**    A receiver as recited in claim 45, wherein the data processor is  
10 programmed to replace any currently displayed hyperlink overlay with content  
11 targeted by a hyperlink in said currently displayed hyperlink overlay in response to  
12 selecting such hyperlink.

13  
14           **49.**    A receiver as recited in claim 45, wherein the data processor is  
15 programmed to open a new viewing window for displaying content targeted by a  
16 particular hyperlink in response to selecting the particular hyperlink.

17  
18           **50.**    A receiver as recited in claim 45, wherein the data processor is  
19 programmed to launch application programs as required to render content targeted  
20 by hyperlinks in hyperlink overlays.